

Fence Industry



TRADE NEWS

FEBRUARY, 1960

The Journal for All Fence Erectors and Suppliers

60¢ per COPY



"COLOR-LOCK"
Chain Link
 PLASTIC COATED FENCE
FOR RESIDENTIAL AND INDUSTRIAL USE
 6
 BEAUTIFUL
 COLORS
 WILL NOT RUST, CRACK, PEEL. COLOR-FAST, CLEAN, DURABLE.

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- "Color-Lock," is galvanized, covered before weaving with an extruded coating of plasticized polyvinylchloride, the material famous for its toughness.
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- Immediately available. Sample quantities in Philadelphia. Quantity orders delivered to Atlantic or Gulf Ports.

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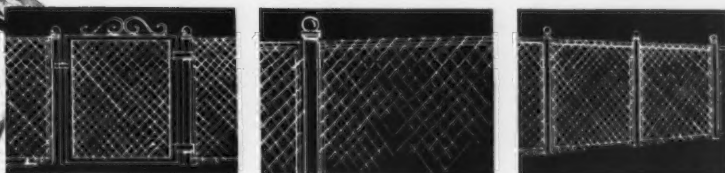
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When you sell and erect fences with parts made of Armco ZINCGRIP® Tubing, you can make more profit. Here's why:

- Attractive appearance and durability make them easy to sell. They move fast.
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ZINCGRIP Tubing is strong, light, rust-resistant

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New steels are
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ARMCO STEEL



Armco Division • Sheffield Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation



The Journal of all Fencing and Erecting

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NOTICE

Closing date for all advertising and editorial matter is the 1st of the month preceding the date of issue. Omissions or errors appearing as a result of receipt of late copy cannot be construed as the fault of the publishers, nor can proofs be furnished on late copy subject to revisions or corrections.

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FENCE INDUSTRY Trade News, February, 1960. © Ellison Publications, Inc., (Executive and Editorial Office) 127 N. Dearborn St., Chicago 2, Illinois, U.S.A. Edward H. Ellison, President; R. Ellison, Secretary.

ADVERTISING: Refer all advertising as well as editorial matter to Fence Industry, 127 N. Dearborn St., Chicago 2, Ill. Telephone: RAndolph 6-2119—6-2120.

ADVERTISING REPRESENTATIVES: C. Ellison, Fence Industry, 507 Fifth Ave., New York 17, N. Y. (Suite 706) Tel. MUrray Hill 2-2444. Siskind Associates, 1865 Santa Rosa, Detroit 21, Mich. Tel., UNiversity 3-3390.

CLOSING DATES for advertising for each issue is the first of the month preceding date of issue. Directory issue out December (annually) closes October 15th.

SUBSCRIPTION RATES: United States, U. S. Possessions and Canada: Single Copy 60¢—One year \$5.00—Two years \$8.00 (Canada add 50¢ to annual subscription for special handling.) Foreign: One year \$6.50—Payable U. S. funds.

MANUSCRIPTS, photos, drawings and other material submitted for editorial consideration are sent at contributors' own risk. Return postage should be included otherwise material will not be returned.

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Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send form 3579 to FENCE INDUSTRY, 127 N. Dearborn St., Chicago 2, Illinois.

Selling Or Underpricing!

EDITORIAL

If a salesman (or a company) sells price primarily, maybe it only camouflages the lack of ability to sell anything else. So goes the argument of some members of this industry who have observed the need for upgrading the specifications in fence sales. They point out that some (perhaps many) of the newly established fence erecting firms are initiated by men who formerly were salesmen or erectors for an already established company.

They say that such men may be excellent in their specialty (erecting and selling) but amateurs in the operation of a business as a whole. They say that such men need to become better business men—if the industry nationwide is going to improve and make headway toward sounder financial health.

Does this charge have validity? How important, really, is the price factor in the selling of fences at the consumer level for residential use?

It is a known fact that some erecting firms *do* operate on a strict one-price basis—and a high price at that. They expect to lose some business to competitors who quote lower prices, but they say they get their share of the business—and what they get is at a fair and workable gross and net profit.

It is also a fact that some erecting firms *do* operate on the basis of quoting the lowest possible price to the customer—perhaps by downgrading specifications for the material and the erecting methods. Maybe it should also be pointed out that some very large sellers and erectors (merchandising houses for example) likewise approach residential fence sales in this way.

Of the two methods, which is preferable? Which makes for a more economically sound industry?

That depends on what "slant" or emphasis is put on selling. If the objective is to attain high dollar volume and amply adequate gross and net profit, then of course the high-price or one-price method is better. In this case, quality specifications assure customer satisfaction.

The high cost of selling, plenty of sales managers will tell you, *must* be figured into the cost of operating a business; and if a fence job can't be sold at a figure to cover such costs, it isn't worth selling.

However, this does not take into account the independent erector who may work very hard and long in his coverage of a large area. He is the small, really small, business man who is working for himself. He may have few or no industrial jobs on which he can bid low just to keep himself and his crew working. Our economic system gives him the freedom to do that too.

Perhaps there is a limit, an extreme, at both ends: too high a selling cost requires that the consumer pay excessively for items other than materials, labor, service, and the like. Too low a selling cost requires that the fence erector work too long and hard for the return he obtains—and thus downgrade salesmanship itself.

The fence business might well benefit from the industry-wide application of sound business methods. Since there are so many more small independents, it is more than likely that they would derive practical value from discussions of selling techniques and proper business methods and principles.

If it is true that *all* the industry would benefit from an upgrading of salesmanship, specifications, and business methods, then, it seems to us, the industry should wholeheartedly support this magazine's efforts to circulate such discussions.

We plan to do this on an accelerated scale. But can we continue to do this without substantial support from the very segments of the industry which would benefit most?

"THE FASTEST GROWING NAME
... IN QUALITY FENCING"



GIBRALTAR FENCE COMPANY

Manufacturers and Distributors

CHAIN LINK FENCE

P. O. Box 7785 3003 West 11th St.
HOUSTON, TEXAS

NEW PRODUCT... NEW FRANCHISE

Offer your customers smart new beauty,
prestige & lifetime protection!



WHITE PICKET FENCE of maintenance-free Aluminum

Dramatic fencing development, fully patent protected, opens new world of sales potential! Small investment—we carry full warehouse stocks for you! Easy installation; merchandising and sales aids; advertising support! Dealerships open to qualified firms! Write for full details!

ALUMINUM FENCES, INC.

1101 W. Cross Street • Baltimore 30, Md.



FENCE INDUSTRY



Here's the way to be sure you have a highly profitable year!

Get *all* the facts, sir! This four-color brochure shows the complete line of Habitant Fence. It shows typical yard installations; exclusive construction features; and a host of reasons why Habitant is America's most respected and fastest selling wood fence.

We have your copy reserved for you.

HABITANT FENCE, INC., Bay City 6, Michigan

HABITANT FENCE, INC., Bay City 6, Michigan

GENTLEMEN:

I'm interested in learning more about the fast selling Habitant line. I understand this brochure will show me how to have a more profitable fence year — and that I do not have to stock or inventory Habitant in order to be a dealer.

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ADDRESS _____

CITY _____ STATE _____

FEBRUARY 1960

3



A FAST GLIMPSE INTO OUR SURVEY RETURNS . . . "Rosy, and not so rosy."

Business volume went up for 92% of the fence firms replying to our survey inquiries. 1959 was far better than '58 for most, with increases ranging from 3% to 30%. The majority reporting increases in the 10% to 15% range. Others made no gains or reported slight decreases for one reason or another.

1960 will be better than ever according to most of our respondents. No one seems to have a gloomy outlook concerning 1960 business conditions; however there are a lot of "ifs" and "buts" thrown in for good measure. Tight money, and cutbacks in the highway and home improvement fields can create poor business conditions for the fence industry many admit.

Upswing in fence sales required stronger sales efforts by most firms enjoying the largest reported increases. Dust-gathering prospect files were scoured and presumably cold leads were turned into completed sales by aggressive selling. Sales costs went up for these firms and so did the profits. The over all opinion confirms that selling was much more competitive in '59.

Fence men are worried. Most seem to agree that the price structure in this field is unsound and some even say that it has collapsed. This is generally attributed to new entries into the field whose main object is to sell "price," thus resulting in a flood of inferior quality materials and poor workmanship.

Credit risks are unusual according to a goodly number of suppliers and tighter credit controls can be expected during 1960. This ties in with the statements of many old established firms, "that it is too easy to start up a business in this field." They point to lack of business experience and insufficient working capital as main causes for failures.

The steel strike affected very few of the firms reporting to our survey. Some even reported gains because of large inventories. Pipe and tubing was short in some areas and wood posts replaced steel for some erectors. Areas chiefly supported by the steel mills appeared to be the only ones affected. Third quarter sales however were off 6% and better due to seasonal slack-off and tied-in with the national figures over the previous quarter.

Foreign import comments offered by many in the trade took on a pro and con alignment. Many resent the use of imported materials for patriotic reasons and others claim U.S. products far surpass the imports in quality. Some attribute added construction costs because of imports, claiming poor galvanizing and wire breakage . . . Most using imports are for it, claiming prices permitted a competitive advantage with quality comparative to U.S. Materials. There is no general agreement on the subject.

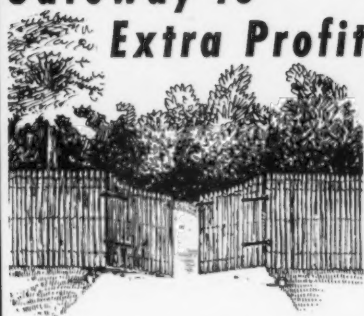
U.S. Steel made no committment to government officials about holding the price level, according to Roger M. Blough, chairman of the steel corporation. No increases were contemplated for the present but this is based on the competitive and other factors that may enter the picture.

The \$5 billion surplus that Ike promised is generally being considered as a potent pre-election sugar-coated pill. Most don't realize that it's based on more taxation on gas and higher postage rates. As long as there's no respite for the taxpayers, they can't see the value in it, many say, especially the Democrats.

There's \$170 billion laying around for the government departments to spend, (reports Walter Trahan of the Chicago Tribune,) of unexpired balances remaining in authorization. Good insurance to fill the gap if there's a business decline.

The first six months of 1960 are expected to exceed 1959 business figures with a slackening off thereafter which may well put 1960 behind the 8 ball, some prognosticators say. How fast it slackens will depend on priming of business with the taxpayer's money that hasn't been allocated and whether the spending benefits this country or goes abroad. Foreign competition aided by the Saint Lawrence Seaway is also expected to build up steam here in 1960 as their productive capacities are increasing.—Your guess is as good as any.

Gateway to Extra Profits with



DUBOIS WOOD FENCES

DUBOIS FENCES NOW GUARANTEED!

Dubois now offers a written guarantee against failure from rot and termites for a period of 20 years. Only DUBOIS kiln-dries pickets to prevent shrinking, warping, checking. Only DUBOIS protects all pine posts and pickets with thorough Pentachlorophenol treatment.

Complete line includes Post-&Rail in Locust, Chestnut, Cypress; Basketweave; Herringbone; new Suburban Screen; Stockade; and many others.

Priced to meet popular demand — year-round supply assured from either our Lake City, Florida plant or Ridgfield, N. J. distribution yards.

Limited Number of Franchises Still Available for Qualified Dealers

DUBOIS FENCE and GARDEN CO., INC.
342 Madison Ave., New York 17, N. Y.

CAMERON FITTINGS are **PRECISION MADE**
Of pressed steel and are **Hot Dip Galvanized** for long exacting useage.

BRAND NEW!

ONE SIZE

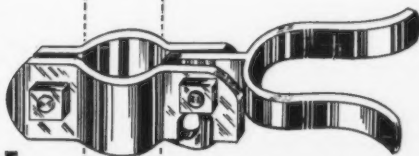
HINGE

To fit both 2" and 2 3/8" O.D. post, by the use of a longer bolt.



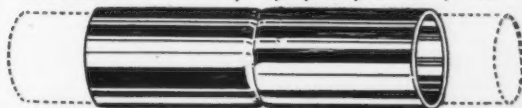
ALL SIZES
HEAVY
DUTY

YOKE LATCH



An engineered product that will satisfy your most demanding customers.

CAMERON offers only top quality at fair prices.



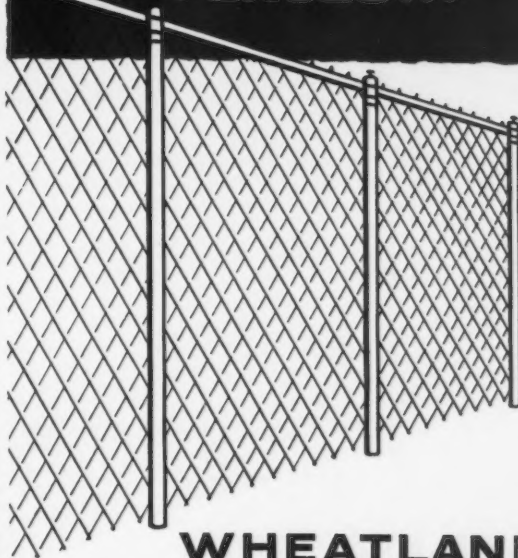
SLEEVES • •

1 3/8" — 13 Gauge
1 3/8" — 12 Gauge

Cameron Fence Fittings

7545 Russell Street —Tel. TR-14200— Detroit 11, Mich.
PHONE COLLECT—WIRE or WRITE for LITERATURE and PRICES

THE QUALITY PIPE FOR STRONG, DURABLE FENCES...



WHEATLAND STANDARD WEIGHT STEEL PIPE

- Hot-dipped Galvanized
- Plain Ends
- Random or Cut Lengths

Wheatland also manufactures:

light-weight, butt-welded
STRUCTURAL FENCE PIPE
electric welded, hot-dipped galvanized
FENCE TUBING

WHEATLAND TUBE COMPANY

BANKERS SECURITIES BLDG., PHILA. 7, PA.
MILLS: WHEATLAND, PA. • DELAIR, N. J.



WHAT'S IN IT FOR ME?

That's what the prospect really wants to know—yet many salesmen bark up the wrong tree by plugging product features instead of Results.

By Ted Pollock

What Customers Want Most

People don't buy *things*; they buy what things will do for them. They buy enjoyment, fulfillment; satisfaction, solutions, performance, advantages, benefits. People *never* buy a product. They *always* buy a result. It's their only incentive for parting with money.

Basic stuff? Perhaps.

Yet the truth is: an incredibly high percentage of salesmen fumble their opportunities because they plug product features instead of selling customer benefits.

Frequently, there is just one reason for this costly oversight. They don't know—or have forgotten—



... The subject that best holds the customer's attention is ...

The Difference Between A Feature And A Benefit

Salesmen tend to become intrigued with technical superiority in the jargon of their trade. They forget that Mrs. Jones is less concerned with a material analysis of a fence than with the answer to the question, "Will it look attractive?"

"But," some men protest, "I tell my prospects all the good things I can about my product."

"From whose viewpoint?" asks a director of sales training. "How a product is put together or how a company operates is of no direct interest to a prospect. Only one subject in the whole wide world holds instant absolute appeal for him: himself. Describe the great new alloy your firm is using and he'll think, 'That's nice,' nothing more. But show him how that alloy makes your fence easier to care for—and consequently lowers his maintenance costs—and you'll collar yourself a receptive audience eager to buy. In the first case, you're talking about a feature; in the second, about a benefit."



The feature is the train, the benefit, the destination

A *feature* is a built-in detail of a product or service. A *benefit* is the satisfaction of a need or want which a product or service is able to provide.

The Feature relates to the product, the Benefit to its enjoyment. The Feature is what interests the manufacturer; the Benefit is what interests the customer. The Feature is the "train"; the Benefit is the "destination."

Some examples:

Feature	Benefit
Liberal terms	For just 10 per cent down, you can enjoy this fence right now
Choice of patterns	You can choose the design best suited to the architecture of your home
7' tall	You will have privacy
Interlocking panels and posts	You save money on installation costs
Open stock	You can add to your fence in the future

In short, the Feature is what makes the Benefit possible. That's why—

A Good Salesman Is A Good Translator

"When our salesmen approach a customer," reports the vice-president of a fence firm, "they don't point out the aluminum construction of our fences and stop there. It wouldn't *mean* anything to many prospects. Instead, they go on to translate aluminum into deeply personal benefits for the customer—no need ever to paint, no fear of corrosion, always 'like-new' appearance. In other words, they *mention* the feature but *spotlight* the benefits it makes possible. That's when ears perk up and orders are signed."

In solid agreement is the sales representative of another firm, who says, "In my opinion one of the salesman's chief functions is to bring good news to a prospect. But when a buyer's native tongue is English and



A salesman's chief function is to bring cheerful news ...

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'GROUND HOG' EARTH DRILLS

*The Product of 10 YEARS of
Meeting Fence Industry Requirements*



Model C-70

Finger-tip speed and idling control with automatic clutch action ** Long chrome handle bars for easy control in digging or lifting, detachable for close work ** 3 h.p. Clinton or Briggs-Stratton 4-cycle engines with retractable starters ** Bronze hardened worm gear and Timken bearings in Transmission—lubed for life and guaranteed one year ** Weight 70 lbs. with 6" auger, for portability.

DRILLS AN 8" HOLE 3 FT. DEEP IN 20 SECONDS!

What the Fence Man wants in a post hole digger is ruggedness and reliability to meet any drilling condition encountered—one that doesn't buckle or break down when speed and fast production is required—when tough soil is encountered.

'Ground Hog' Earth Drills are no experiment—they've proved themselves year in and year out in every state of the Union. Tailor-made to Fence Industry needs, they hold up under hard service with a minimum of repairs and parts replacement.

Be safe—do as so many Fence Industry old-timers do—standardize on 'Ground Hog'

Augers from 4" to 12" diameters, telescoped adjustable up to 4 ft. depth. Changeable hard-faced blades and fish tail pilots.



Literature, Specifications and Prices on Request

GROUND HOG, Inc.

P. O. Box 290

San Bernardino, California

ALUMINUM FENCE TIES



Pkg. No.	Wire Dia. Inch	Application	Shank Length Approx.	Bags per Carton (100 ties per bag)
1	.144	For 1-3/8" O.D. TOPRAIL	5-5/8"	42
2	.144	For 2" O.D. LINE POST	6-1/2"	37
3	.144	For 1-5/8" O.D. TOPRAIL	6-1/4"	38
4	.144	For 2.8# H LINE POST	7-1/4"	34
5	.144	For 2-1/2" O.D. LINE POST	8-1/4"	31
6	.120	For 1-3/8" O.D. TOPRAIL	5-5/8"	63
7	.120	For 2" O.D. LINE POST	6-1/2"	56
8	.120	For 1-5/8" O.D. TOPRAIL	6-1/4"	58
9	.120	For 2.8# H LINE POST	7-1/4"	52
10	.120	For 2-1/2" O.D. LINE POST	8-1/4"	46

Buy strong, clean wire ties from an independent wire manufacturer who is not your competitor. Competitive Quotations.

ALUMINUM and UTILITY WIRE IN COILS



GAUGE	FEET PER COIL	POUNDS PER COIL
6	1470	50
9	2450	50
12	4850	50

Special Sizes Drawn
To Your Specifications



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PRE-CUT

Redwood
Fences



All parts pre-cut to proper dimensions and smoothly finished, with nails and aluminum caps included. Orders shipped promptly; special designs on request.

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KANSAS CITY 11, MO.

Easier to install, less labor costs and more certain profits with our pre-cut Redwood fences! Many styles, all carefully selected heartwood of "clear and select" C. R. A. grades or better. Your customers will be more than pleased with Red Giant fences; they'll be delighted.



SOME
DEALERSHIPS OPEN
write immediately
to address above for
information.

THE SAN JUAN

the sales message comes through to him in Greek, the result is a foregone conclusion—no sale.

"The fact that a fence is immune to weathering may be news to an unsophisticated home owner, but until the salesman explains *how* such immunity protects him, the prospect has no way of knowing whether the news is good, bad or inconsequential. I always work under the assumption that the prospect has just asked, 'What's in it for me?' And as it turns out, he *has*! The salesman who can translate technical product features into vivid pictures of personal satisfaction is bound to sell."

One way to determine precisely what major benefits you have to offer is to do some homework. Examine your product, list the five major features which constitute its advantages or superiority over the competition and actually translate them into customer terms.

The assistant general sales manager of one large company suggests another approach. "Check back with satisfied customers and find out exactly how they are benefiting from your product. You'd be surprised how much an alert salesman can learn from the people who use his product."

"But," cautions a sales manager, "not all the benefits of your product are of equal interest to different prospects. To one man, the most important thing in the world may be the knowledge that his children can play in safety. To another, ease of maintenance may be of prime concern. A third may respond most enthusiastically to the idea of adding to the value of his home."

"Therefore, the salesman has to assess the prospect's individual needs and pinpoint those which his product or service can most enticingly satisfy."

How?

By doing some reconnaissance along—

The Three Roads To A Prospect's Motives

Here are three of the easiest—and most often overlooked—methods of determining the "right" benefits to emphasize for a specific prospect:

1. **Turn detective.** A sales representative for a wooden fence manufacturer makes it his business, before calling on a prospect, to "case" his home. By the quality of the paint job, the appearance of the grounds, the kind of car parked in the driveway—even the magazines in the mailbox—he can make some shrewd deductions about the prospect's wants and pre-choose the benefits most likely to satisfy them (e.g., an unadorned lawn, an old car and a protruding copy of *Consumers Report* are tip-offs to emphasize practicality. A fancy rock garden amidst professional landscaping, a spanking new Cadillac and *Harper's Bazaar* dictate the "elegant" approach).

Other clues to a prospect's material—or psychic—needs:

Individual—job or profession, education, age, vocabulary, number and age of children, clothes, personal adornment, monogrammed possessions, hobbies.

Home—type of dwelling (ranch, split-level, colonial), neighborhood, decor, furniture (modern, early American, period), art objects, color and number of telephones, size of TV set.

Office—size, decor, furniture, books and magazines, desk ornaments, products and services presently used.

2. **Ask questions.** "There's one sure way of finding out exactly what the customer wants," says an assistant sales manager, "and that's to have him tell you. By asking him what kind of fence he has in mind—an ornamental one, a severely practical one or some combination of the two—we can narrow down in our own minds the appeals that will most effectively sell him on dealing with us."

The side benefits of this approach are important, too. Questions are an agreeable form of flattery—you immediately make the prospect an "expert." By encouraging him to talk, you are in effect saying, "I'm interested in just one thing—satisfying your wants." And since most salesmen usually do the talking, your expressed desire to hear his side of the story will set you refreshingly off from the competition.

3. **Listen.** Many salesmen overlook this obvious technique of pinpointing the prospect's needs. An old customer's complaints . . . a new prospect's objections . . . specific references to the competition . . . questions . . . "irrelevant" observations by a prospect—any of these, properly interpreted, can give you a clue to the all-important benefit your customer is seeking.

For example, one salesman who frequently runs into the objection, "Your price is too high," knows from experience that that's his cue to appeal to the prospect's desire to save money. "This fence will add to your net worth," is his effective reply.

Another man has found that when an industrial prospect sneers, "You haven't the capacity for such an order," he often means, "Prove to me that you can handle this volume of business."

"Then I have my work cut out for me," the salesman explains. "The benefit I hammer away at is quick installation, which happens to be a specialty of my firm."

Best of all, say the men who have trained themselves to do it—

Selling Benefits Works Wonders For the Salesman

It puts the timid, unsure salesman who fears being rejected into a confident, poised, positive frame of mind. He no longer sees himself as a seeker of favors, but rather as a conferrer of them.

No longer does he call on a prospect because he *has* to, but because he *wants* to. He doesn't *hope* to get an order; he's fired by the conviction that he *deserves* to get an order.

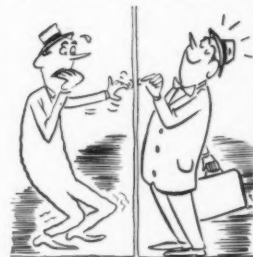
His thinking runs something like this:

"My product can help Mr. Smith save \$500 a year (or boost his profits, or get more fun out of life, or live more comfortably, or cut down his overhead, or have a more beautiful home, or feel better, or avoid accidents)."

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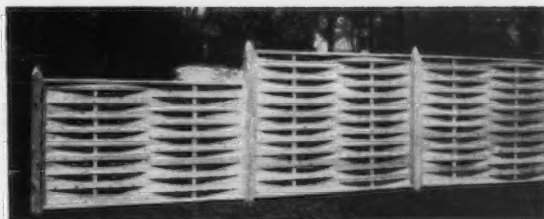
... Three good pointers to remember. They'll make the impression and sales.



... Timid unsure salesman into confident, poised assurance.

FARLEY FENCES

217 DAVIDSON BUILDING
BAY CITY 1, MICHIGAN



When you sell FARLEY FENCES — you sell QUALITY!

This quality, which pleases your customers, is found throughout the complete selection of styles of Farley Fences. Farley prices also please — which means more sales and profits for you! The Farley

Fence line includes both rustic and dimensional types in Michigan White Cedar. A limited number of dealerships are available to those who qualify. Write immediately for details.



• Announcement •

BEAUTYLINK

**THE CHAIN-LINK FENCE IN
CONTEMPORARY COLOR**

Plastic-coated galvanized steel. 11, 10½ and 9 gauge, 2" mesh. Knuckled edges. Six colors.

You can offer your customers life-time color for only pennies more than regular fence.

**WRITE NOW FOR FRANCHISE
IN YOUR TERRITORY**

Manufactured in Canada by:

**BEAUTYLINK FENCE AND WIRE LTD.,
P.O. BOX 10, REXDALE, ONT.**

A wholly owned subsidiary of
Standard Wire and Cable Ltd.

- PHONE ORDERS • ONE DAY SERVICE
- COLLECT • HIGH QUALITY • LOW PRICES



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P.O. Box 8261 • New Orleans 22, La.

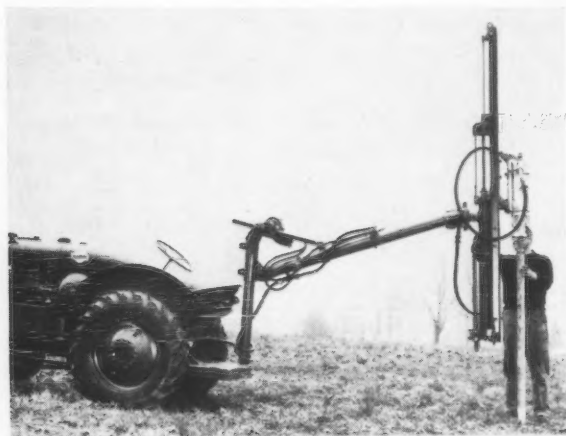


The "Pneumatractor" with extended boom and package attachments for drilling; or driving fence posts.

Versatile Equipment BREAKS—DRILLS—DRIVES

Fence Industry editors, always on the lookout for news about versatile equipment of interest to fence contractors puts the spotlight on Schramm, Inc., West Chester, Pa., manufacturers of the "Pneumatractor." This motorized equipment drills post holes, drives steel and wood posts without drilling, has attachments for drilling post holes into concrete and other mechanical innovations.

The boom on the tractor which is operated by air motor for raising and lowering is worked from the



(TOP) Operator at rear of tractor is driving wood posts with air driven hammer attached to boom. (BOTTOM) Driving steel angle posts with identical equipment. Two man team can drive hundreds of posts daily.



(TOP) Driving o.d. posts on highway job with heavy duty equipment. Note that boom is swung along side. (BOTTOM) Driver keeps posts plumbed while operator on foot runs the post driving mechanism.

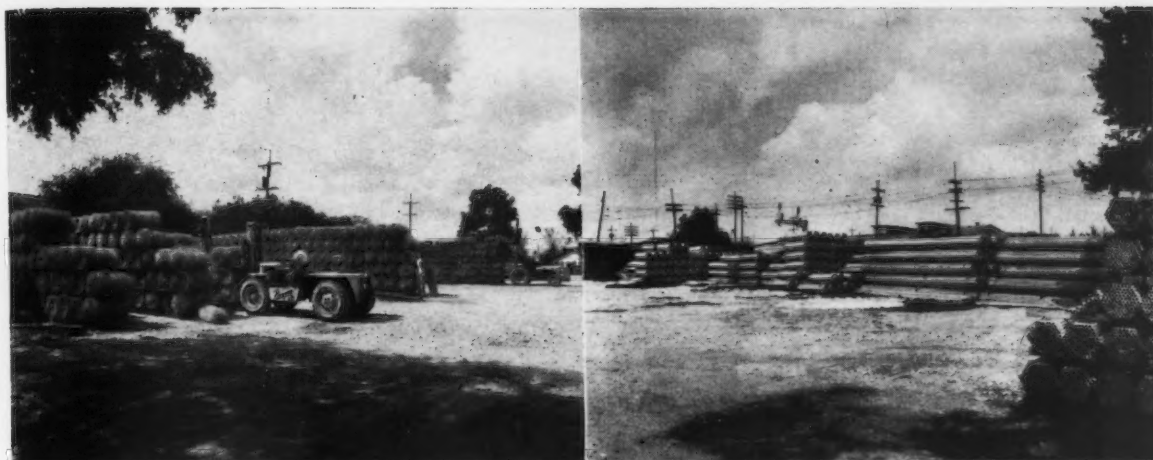
driver's seat and attachments for driving posts are operated from the end of the boom. Other attachments include steel drills that will cut through man-hole covers.

Leslie B. Schramm, secretary of the firm, cites a case concerning the installation of delineator stakes on the New Jersey Turnpike where the American Gas Accumulator Co., were driving 64 stakes a day with a two-man team, manually. They were able to drive 360 stakes a day with the same two-man team with the "Pneumatractor" and the stake driver equipment attachments.

"By the use of our equipment," says Mr. Schramm, "they saved the price of the equipment on this job alone and earned an additional \$5,000. profit not contemplated at the time the bid was entered."

The Schramm company are basically manufacturers of portable air-compressors ranging in sizes from 20 cubic feet up to 600 cubic feet. These are used primarily for rock drilling, stake driving with hand held pneumatic tools; for operating wood augers; chain saws; guard rail construction and paving breakers. They furnish completely illustrated material and specifications on all of their equipment, both standard and heavy duty.

The versatility of this equipment includes the fact that the boom and mountings may be swung over the tractor in transport without hindering the operator.



Two views of Quaid Wholesale Fence Company's bustling yard. Chain link fabric, stacked pipe and tubing, all neatly in place and ready to meet customer demand.

QUAID'S 30 years of know-how

Has developed into a rapidly expanding wholesale business

"If it's Quaid it's the very best." For more than 30 years, J. R. Quaid, Inc., have proudly displayed this slogan and as Peter A. G. VanDenburgh, treasurer, tells it, "We continually drum this idea across to everyone in our organization in order that our customers may profit. An employee who is made to realize that *Good Enough* isn't satisfactory, is less apt to do his work carelessly."

Located at 3131 Franklin Ave., New Orleans, Louisiana, J. R. Quaid, Inc., has been engaged in the retail fence business, with branches located in the outlying communities of Gretna and Metairie. The experience garnered in the retail fencing business through these many years has served the company well. In particular, it has been a help during the past few years. Here is why:

In 1956 the Quaid Wholesale Fence Company came into existence. It manufactures, distributes and wholesales chain link fence, fittings, fence tools and other materials allied to the fence erecting business, throughout the United States, as well as supplying customers in Hawaii and Central and South America. However, the firm's largest volume of business emanates from the South, Southeast and Midwest U. S. A.

New Orleans, steeped in the historical background of our country and always of interest to visitors has of course more to offer than mere historical advantages. It is a bustling city with all the advantages of a seaport and river traffic that permits shipments right-off the boat or warehouse to destinations by boat or barge that reflects in lower costs for both shipper and customer. This is a prime advantage for wholesale suppliers located in New Orleans and their fencing business has flourished.

John B. Vidrine, Jr., manager of Quaid's wholesale division, points out that the value of the company's experience in the erecting field reflects to the advantage of their wholesale customers. "There's no guess-work

on our part, we know exactly the needs of our customers and we also know what best suits *our customers, retail customers*," says Mr. Vidrine.

Sometimes the phone calls exceed the profit

The best evidence that the Quaid wholesale operation is successful lies in the fact that, in the words of Vidrine, "our business increased 60 percent in 1959 and we expect to equal or exceed this figure in 1960."

Asked how they went about selling Quaid's line of products Mr. Vidrine pointed out their catalogs that are illustrated throughout, containing sizes, prices, weights, unit prices and other data; "makes it easy for any customer to use . . . our advice to all customers and prospective customers is, 'Telephone Us Collect.' Sometimes," he added, "the phone call exceeds the profit on an order but we have a long range outlook at Quaid's. Money well spent today in service to our customers most always has its rewards."

Continued on Page 12



John B. Vidrine, Jr., youthful manager of the Quaid wholesale operation has had a thorough schooling in the fence business. His desk is always well stacked with order forms for those incoming calls which are taken "Collect." "I can visualize a customers needs," says John.

QUAID'S 30 YEARS—from Page 11

Direct mail is also used by the wholesale division, "but," comments Vidrine, "we don't send out nearly as much literature as we used to, now that FENCE INDUSTRY TRADE NEWS is in business. This is where we place the bulk of our advertising funds as results have been so good we have curtailed other media. We are getting inquiries from everywhere from FI advertising and are quite happy with it."



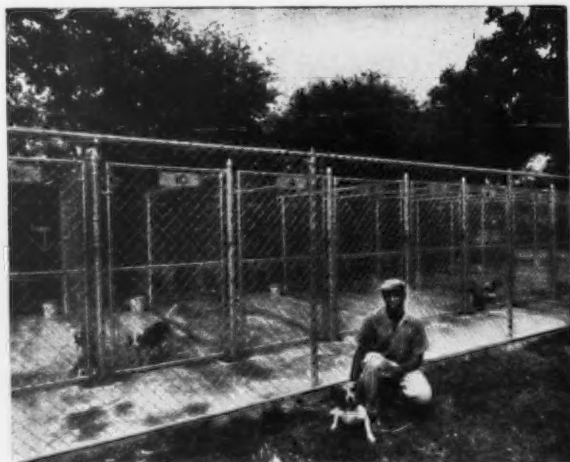
Quaid's rambling warehouses are kept stocked to the rafters. Here we have chain link bands and other fittings that Quaid supplies. Wide aisles and many outlets keeps delays in order filling down to a minimum. (Scrolls are stacked in background)



Stacks of 12½ gauge double twist tension wire being readied for shipment. At left, is Allen Lill, Quaid's sales manager. At right, is Julius Bigner, superintendent of the shipping department, examining a tie wire cutting machine.

"Our inventories are always kept at a high level, which you may have noted from our yards and warehouses. We can truthfully state that no order is too large for us to fill without delays," and he adds, "we give one day service and all orders are shipped the same day received." In line with this reasoning about fast delivery the firm has easy access to all truck lines and are centrally located. Water rates shipping out of New Orleans, "has been a boon to the wholesale business," adding that it's possible to ship up river Midwest or by inland waterways to Texas, the Carolinas, Georgia, Florida and other points.

Quaid's new gate elbow gets some special attention from Vidrine: "We have found some companies unable to manufacture their own gates due to the fact that it takes too much equipment. With our new design gate elbow, we enable a company of any size to construct a complete gate with only the use of an Allen wrench, thus eliminating capital which might be tied up in expensive machinery—plus the fact that freight



The spotless dog run and kennels houses many fine hounds. This is a hobby at Quaid's. Howard Bailey, dog handler, is holding Sue, a young beagle bitch, in training for winter field trials. The kennel installation is of course a company product.

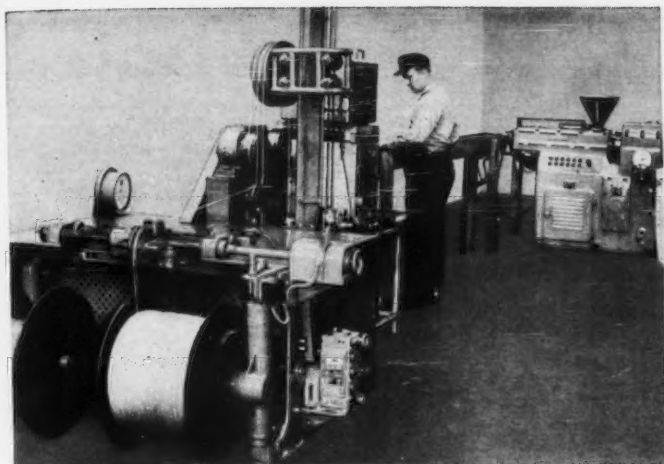
rates on gates are considerably higher than on other fence material. However, we do sell complete gates if that's what the customer wants."

Visitors at Quaid's invariably are shown—of all things—a big dog kennel at the rear of the offices and warehouse. The kennel—made of Quaid fencing, of course—houses a score or more of beagle hounds. "It's a hobby with us, raising those beagles," says Vidrine. "And we raise rabbits here too—as a pleasant pastime while selling fencing."

But the Quaid staff—50 employees plus the salesmen who are out on the road—concentrates its best efforts on selling fencing, as the officers of the company will tell you anytime. Besides Vidrine as manager, the other officers are A. G. VanDenburgh, president; Peter A. G. VanDenburgh, secretary-treasury; and Fred A. VanDenburgh, vice president.

Apart from being a logical shipping point for fence products, New Orleans has always fascinated the visitor seeking out the hidden away intimate spots in courtyards that are tended by quiet and exceedingly well mannered individuals. It's worth visiting.





Air-photo of extensive works of the Westfälische Drahtindustrie (WDI), in Hamm, Ger., manufacturers of "Karostit" plastic coated chain link and wire.

Galvanized wire feeds from an extruder through a cooling bath (right rear) and then through electronic equipment that assures the wire is centrally located within the plastic covering coating.

PLASTIC COATED CHAIN LINK

Importers creating sizeable demand in U.S.A. and Canada

Plastic coated chain link fencing in colors has been slowly but steadily building an increasing annual volume of sales in this country and in Canada since the product was first introduced here about 4 years ago from abroad. The acceptance of plastic colored chain link fencing seems to be assured, mainly through the sales efforts of import agents who recognized the potential at its inception.

Today, the product is being given recognition by some U. S. and Canadian erectors and jobbers, and there is also a tendency toward fabricating, in the weaving of the fabric from imported coated wire by some suppliers operating weaving equipment.

It may well be that before 1961 is on the way out, colored plastic coated chain link fabric will be part and parcel of every fence erector's inventory.

The fence erector in this country hasn't been too stirred-up about colored chain link. He has adopted a wait-and-see attitude and is asking questions. FI reporters' questions on the product have elicited "great stuff" to "it fades out" and other pros and cons. However, colored plastic coated chain link is an accepted fact in Europe and manufacturers in England and Germany include the product in their catalogs in a manner which indicates complete acceptance in those countries and elsewhere abroad. The plastic coated wire is also being marketed as clothes line wire and for other uses. There's no doubt about it, "it's attractive."

This article in the main concerns a German company that has introduced electronic equipment into their plant for the sole production of colored chain link and distributes to the U. S. market through a U. S. firm, mentioned in the following paragraph. A colored plastic-coated (over-galvanized core) chain link fence wire and fabric was developed in the early '50's by a German company, Westfälische Drahtindustrie (WDI), located in Hamm, West Germany. WDI's product is trade-named "Karostit" and is now being marketed in this country by the Color-Lock Corp., 7 Bala Ave., Bala Cynwyd, Pa., under the trade name of "Color-Lock."

The Color-Lock corporation's president, John E. Mar-

tin, a Philadelphian, is enthused about the merits of the product. "The acceptance of *Color-Lock* in the United States during the past months," he says, "has been remarkable, considering that it is such a new product with us. Many architects are now specifying *Color-Lock* for industrial and commercial applications—they specify it as maintenance-free and impervious to most of the air pollutions existing in industrial areas."

John Martin adds, "The fact that *Color-Lock* is available in six colors (and many other specified colors) permits the architect to tie-in these colors with the landscaping or plans for buildings. Industrially, the colored plastic fencing can now be used to index plant areas—red for danger—green for safe passageway, walks,

Continued Page 14



Electronic mechanism through which galvanized plastic coated wire is fed that insures the wire is centrally located within the polyvinylchloride. Note that it sets on equipment next to operator in photo above.

PLASTIC COATED CHAIN LINK—from Page 13

etc. These colors are fast and show no tendency to fade to any extent."

The Color-Lock Corporation is strictly an import house, specializing in fencing and is direct factory representatives of the German company in the United States. As such, the corporation is establishing distributors with protected areas and actively aiding them, according to Mr. Martin.

Westfälische Drahtindustrie (WDI), the German company handles the raw material, from the ingot through its own rolling mills and wire drawing equipment, producing practically any diameter of wire required by its customers.



Chain link fabric weaving loom in operation at Hamm, Germany factory of Westfälische Drahtindustrie, (WDI). Note battery of looms in this section of plant in the rear. Firm exports to Color-Lock Corp., in the U.S.A., their line of plastic coated chain link.

John Martin reports a record of durability for the Color-Lock fabric, tested under severe experimental conditions around a chemical factory in Germany that specializes in the making of acids. "The result of the experiment proved the Color-Lock fabric impervious to the acid laden air over a long period, due to the fact that it is hermetically sealed. The fabric, still in place, after seven years, shows no traceable damage," according to Mr. Martin. "In the Summer of 1959," he added, "A section of the test fence was removed and the plastic peeled off the galvanized wire inside. This showed no effects whatever of the acid although other materials used in the test had been completely destroyed long prior." Color-Lock Corp. furnishes a list of chemicals to which the plastic coated wire is impervious.

A slight outline of the manufacturing procedure in making the Color-Lock fabric, is as follows: Beginning with the billets which are hot-rolled and processed into wire rod, the rod is then drawn down to gauges required to meet ASWG (American Standard Wire Gauge). A battery of the most modern electronically controlled wire drawing machines available are used in the process. The wire is then galvanized through a continuous bath and dried. The wire is then passed through an electronic device which keeps it dead-center as the extruded plastic coating (polyvinyl-chloride) covers the galvanized wire.

This extruding operation is electronically controlled in order to secure an even thickness of the polyvinyl plastic and to make sure that the wire is exactly cen-

tered inside this coating. The coated wire is then sent to the automatic weaving machines which are capable of weaving any mesh in any fence wire thickness, from 12 inch to 12 foot high fabric.

Westfälische Drahtindustrie also holds another German patent by which the ends of each individual wire can be sealed after it is woven. This sealing protects the wire, is a very specialized process, and made available by permission or license only. This process is said to be the reason why the core remained impervious to acid-laden air in the test mentioned.

The wire woven fabric after completion and ready for shipment is wrapped in tar paper and completely sewn into burlap containers. This assures its arrival in the United States with no blemishes or scrape marks on the plastic, "and that makes a lot of our customers pleased," says Mr. Martin.

WHAT'S IN IT FOR ME?—from Page 8

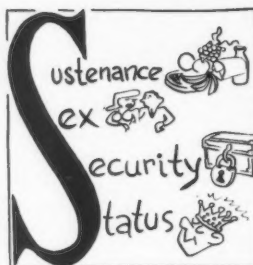
One in a series of articles by Ted Pollock to help you marshal your sales ammunition. — Starts on Page 6 —

"This is something he doesn't yet know. Once he does, he is bound to be interested in my proposition. All I have to do is prove that the benefits I can deliver are worth more than the dollars they cost.

"They are worth more and I can prove it. When I do, Mr. Smith will be convinced—and buy."

Does the man who thinks like that sell more?
He does!

Why People Buy



Although different people are sold by different benefits, motivational research has uncovered four common denominators of desire. Appeal to any of these and almost certainly you will touch a responsive chord in your prospect:

- **Sustenance.** People buy the things they feel they must have to live—food, shelter, clothing. But we are all experts at rationalizing our desires. Given the slightest justification for considering a product necessary—we buy.

- **Sex.** Every man wants to be masculine; every woman wants to be feminine. If a product caters to this deep desire to appeal to the opposite sex, we are attracted to it.

- **Security.** A basic need is for safety and we tend to buy those things that may, by any stretch of the imagination, be counted on to ward off injury or misfortune.

- **Status.** The desire to feel important or powerful is built into almost everyone. If a product promises to raise our own—or neighbors'—estimation of us, we are tempted to buy it.

All New Subscribers To

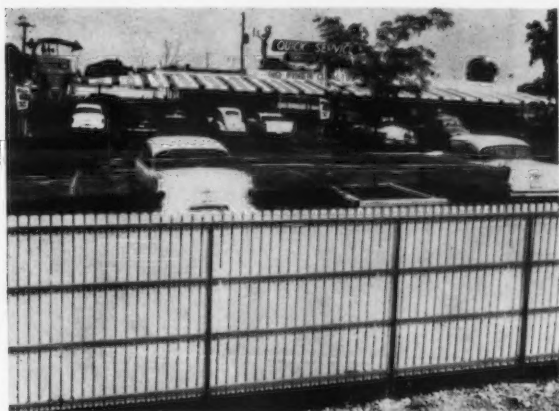
FENCE INDUSTRY Trade News

will receive a copy of the International Directory of Fence Materials published in December. The Directory is priced at \$3.50 a single copy, and is included in the price of your \$5. annual subscription.

OBSERVATIONS

Observations in this issue reports on erectors, dealers and suppliers. Some helpful suggestions, successful methods of merchandising, oddities and likes and dislikes have been observed nationwide.

One of the best ways to obtain a cross section view of some of the activity in this industry is to report on fencing concerns in scattered areas. In this case, the spotlight is turned on six firms in the fence erecting business—one also a manufacturer of fence lights—in six states from Colorado to North Carolina. Our subscribers have told us that they like to read about their fellow-dealers, and that they often get ideas for selling or promoting in this way. FI will continue to offer "roundups" of this nature in the belief that they contribute something of practical value to the industry.



800 Feet of "Panel Vent" Privacy fence lends country club air to Drive-In and increases their business a reported 20%.

Columbus Drive-In Adds Fence—Builds Business

Browne Brothers Equipment Co., of Columbus, Ohio, a licensed manufacturer of "Panel-Vent" picket and horizontal steel fences proved a point when they installed the fencing pictured here for a large Drive-In located in Columbus.

The Drive-In, already one of the busiest in the area, was sold on the idea that the fence installation would lend some privacy, add prestige and create a friendlier atmosphere for the customers, thereby creating even more business for the owners.

800 feet of the "Panel Vent" Vertical Privacy fence was installed for the Drive-In and a graphic example of what an attractive fence can do for a business of this type may be gleaned from the fact that a 20% increase in business is reported since the fence went up.

Another good factor about an installation for this type of business operation, where people stop to eat in their cars or outdoors, is that the fence also acts as a dust barrier and keeps autos in an orderly traffic lane, the Browne people point out . . . so, fencing is not only for kids and dogs and protective purposes, it proves that fenced in areas can create more business. More Profits!



Aluminum chain link encompasses new Mirro plant at Manitowoc. William Krysan, Wisconsin erector double-checks tension.

Page Fence Gets The Nod For \$12 Million Plant

We couldn't get it all in the picture! But here's a real neat fencing installation that encloses the Mirro Aluminum Company's Plant No. 5 and their new \$12,000,000, rolling mill scheduled for completion in the near future at Manitowoc, Wisconsin.

The busy erector in the picture is William Krysan, of the Krysan Fence Co., Manitowoc, Wis. His firm is also well known as the Krysan Landscape Service.

More than 6000 feet of Page chain link aluminum fabric was used for the installation, and as C. R. Niles, Public Relations Manager for Mirro Aluminum Co., puts it, "We are completely sold on our new aluminum fence. Naturally . . . we are aluminum minded."



A children's wading pool is installed by Charlotte, N.C. merchant. Customers shop while children play. Builds business.

Fence Tie-In Retail Promotion Works Well

How's this for a clever tie-in promotion by the American Fence Company in Charlotte, N. C.? A local toy store, The Playhouse, Inc., installed a "Doughboy" swimming pool, at considerable expense, on a vacant lot next door to a shopping section, with a fence around it and a carport type of installation for shade. Free swimming was offered tots all summer while their mothers shopped next door. It was also tied in with a local columnist's "Freckled Face Kids" contest and received a lot of publicity, with a free pool as the grand prize for the kid with the most freckles.

All the American Fence Company had to do was erect a good looking fence around the pool and benefit from all the publicity! Mr. Slaughter, owner and manager of American Fence Company, reports good sales from the stunt, both directly and indirectly.

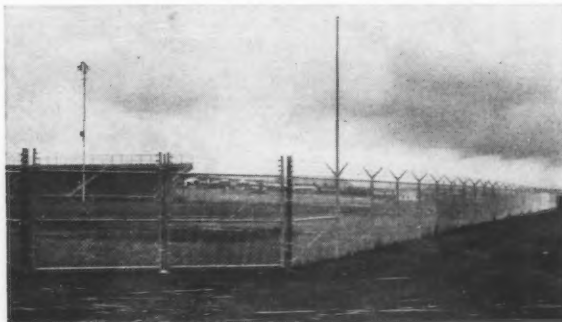


Glen Mowrey, manager of Colorado Springs branch of the Taylor Fence Co., poses for FI's reporter who visited the area.

"Realock" Goes Well with Taylor In Colorado

Taylor Fence Company is now in its second decade, and is mighty busy selling and installing chain link and wood fencing. The company was organized in 1949 in Pueblo, Colorado, and the following year a branch office was set up in Colorado Springs, at 315 E. Costilla.

As manager at the branch location, Glen Mowrey points out that although fencing has its strong seasonal peaks, installations go on during the entire year. "Winter is not as bad as you might think," he says. "On the average, there are eight to 12 inches of frost, but we use chloride in the cement so that is no problem."



Typical Taylor Fence installation for playfield in Colorado Springs.

However, the busy season is from March through July. And again in September and October, many residential fences are erected. The Colorado Springs office uses two or three men in each of its installation crews. The Pueblo office, in its busy season, uses three or four crews, often with ten men.

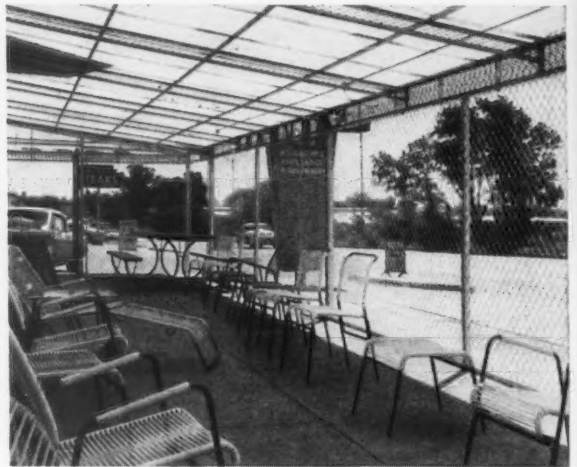
Wood fence—basket weave and stockade particularly—have been popular in the Colorado Springs area for the past several years. But people are keenly aware of chain link too.

Taylor Fence as a CF&I dealer features "Realock" chain link, components and fittings and gets a good share of the local erecting jobs on award to CF&I. Two such recent "big jobs" in which Taylor participated were the Freeway and the Air Force Academy installations at Colorado Springs which entailed real footage.

Mowrey described numerous types of jobs in the area including 2,000 feet of 6 foot "Realock" fabric topped with 6 strand barbed wire for the N. E. High School.

"Considerable footage is used around tennis courts in the area," as well as for power plants and pumping stations. Mowrey boasts about a large subdivision in Pueblo using "Realock" entirely. On jobs of this sort it is a package deal. 175' of 42" fabric is the requested height for residential.

The jeeps used by Taylor come well equipped with fence equipment, the one pictured sported a Mall and McCulloch posthole digger and other items for erecting jobs. Early American Fence Co., of Escanaba, Michigan, is a main supplier of rustic wood fencing for Taylor.



Chain link is used by retailer for display area. Keeps the merchandise in view, safe, and serves as a labor saver.

Oklahoma Merchant Puts Chain Link To Work

A chain link fence saves man-hours and protects merchandise for the David M. Davis Company of Oklahoma City.

Their problem was one that is common to many businesses. They needed to have outside displays to take advantage of their location on a heavy traffic artery, give merchandise protection, keep employees from the time-consuming task of lugging merchandise in and out every morning and night, and yet not obscure their attractive window displays.

Mrs. Davis hit upon the idea of enclosing their entire 60 foot front with a heavy duty, large-mesh chain link fence, extending from the concrete apron in front of the store to a fiberglass canopy overhead. A gate with lock was added. Her multiple problems were quickly solved.

By simply adding floodlights, they have a permanent 24-hour a day display area. Insurance coverage is in force, now that the merchandise is protected by chain link fence and lock. They are relieved from keeping constant watch to avoid loss from theft.

The fence-enclosed area under the canopy is an ideal place for showing summer furniture and patio supplies. It has a real patio feel—customers can see the furniture in surroundings like those in which it will be used.

Many people have stopped at their store to ask about or having a similar fenced area for their homes.

The fence cost the Davis company between \$300 and \$400, was easily installed by simply adding four additional supporting rods between supports already used for the canopy. Fencing provided a simple, inexpensive solution to a knotty problem.



Dwight Lanmon, "Realock" erector in Des Moines, points out his fence light to customer, in off-street fence display.

Fence Light Boosts Sales in Des Moines

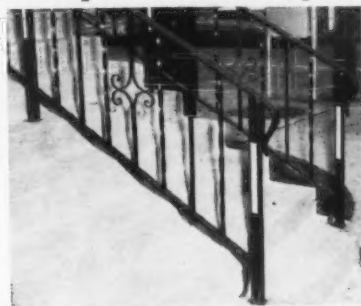
A common tie, in the sale of fence lights, chain link and ornamental iron railings is evidenced by the activities of the Lane Light Manufacturing Co., 735 Harding Road, Des Moines, Iowa.

Dwight Lanmon, president of the firm, states that 75% of their sales are commercial and 25% residential in his area where they act as a dealer of the CF&I "Realock" chain link fabric. Their fittings are supplied by Southern Metal Products of New Orleans.

Selling fences, wrought iron railings, posts and gates that are lighted for night safety is a highlight (pun) in this firm's operation, besides erecting fences. For the lights that Lane Light manufacturers or supplies are in good evidence in the Des Moines area and throughout the country, for that matter.

The lights are built into railings or posts or are furnished to clamp on to posts supporting a chain link fence. Mr. Lanmon calls his product "Railite" and points

Note the "Railite" is inset into the railing posts and are flush. Safety is the predominant factor. The light may also be applied to top-rail and other sections.



out the great many uses this fixture may be put to. For example, The Church of the Open Bible, in Des Moines uses 20-30 of these lights on their fence rails as a safeguard for those attending night services.

Mr. Lanmon reports an excellent volume of industrial and commercial business in his area and his firm also supplies 36' double swing cantilever or sliding gates. They have to date furnished 150 of this type, as well as 400 residential gates. Largest single sale of chain link for the firm was 40,000' of 6' fabric for Highway 20 at Sioux City. For that erecting job Lane Light used a 20 man erecting crew. As a rule they maintain an 8 man crew and send out 2 or 3 men on residential and 4

to 6 on industrial jobs.

The firm maintains 3 trucks that are fitted out to service the erector crews with tools and supplies for most jobs . . . Mr. Lanmon, pointed out to FI's reporter Jean Lyon, "That his fence lights create fence sales not only due to the safety factor but permitted greater use of yards, garden and patios."



Frank Lindgren, younger member of the Beverly Fence & Supply Co., keeps his fence crews working during winter months.

Father-Son Team Builds Volume for Beverly

Beverly Fence & Supply Co., 10719 S. Western Ave., Chicago, Ill., was established in 1949 by Gilbert Lindgren. Prior to that time he had been a salesman for the Cyclone Fence Department for 17 years. In 1954, his son, Frank, joined the firm's erecting crew—to learn the business from the ground up. Today, this father-and-son team is the bulwark of the company's sales organization. The Lindgrens report a steadily increasing business over the past decade. Frank, who spoke for the firm while his father was on vacation, says that 1959 business was better than the previous year, and that for 1960 continued growth is expected.

Residential installations account for about 65 percent of the total business; industrial the balance. Beverly Fence has its own erecting crews—two of them in the busy season. Frank Lindgren says that the regular crew has worked steadily, the year around, during two of the past 10 years. Proving that winter is not always an obstacle to either selling or installing fences. Most of the firm's business is in chain link—it's popular in the urban Chicago area, say the Lindgrens. Cyclone Fence is the major supplier of chain link. Other suppliers include Farley Fences, Inc., Northland Wire & Supply Co., Inc., and Perma-Cast Co.

First Year's Business Has Been Very Satisfactory

National Fence Products, Inc., 4620 W. 54th St., Chicago 32, Ill., was established in December 1958 as a subsidiary of Wire Sales Co., which has been in existence since 1929. Because the parent firm is engaged in wire drawing and the manufacture of wire products (including electric fences), it was a "natural" to set up National Fence as the Midwest distributor and branch office for Tri-Set, Inc. National Fence warehouses and sells the Tri-Set post anchors and the equipment needed to install them—without the use of concrete.

More—Next Page



Worth Lamar, sales manager of National Fence Products, Inc., looks forward to big business in 1960 based on advance orders.

National's sales manager, Worth Lamar, came to the company with a knowledge of and experience with post anchors gained from his association with Anchor Fence Division. He reports that National's business for the first year has been very satisfactory—that wherever fence erectors have started using the Tri-Set anchor device and method of installation, response has often been "terrific" and invariably favorable. He says that some erectors in the Chicago area are using Tri-Set on a large scale. But over-all, in the entire area covered by National as far west as Denver, the use of Tri-Set is growing.

Lamar explains the Tri-Set device can be used for setting many types of posts, and he is giving some of his attention to municipalities—they find the method effective for street sign and light posts, and highway signs.



Louis Pakieser and Frank Stoecker of Fence Sales, Inc., have some interesting plans afoot that includes a new type of fence.

Sell Chain Link Under Their Own Brand Name

Fence Sales, Inc., 12401 S. Vincennes, Blue Island, Ill., was incorporated in 1956, and is operated by Frank Stoecker as manager, and Louis A. Pakieser. The latter's previous experience in fence erecting goes back about five years. Both these young men have worked hard to develop what they describe as a young and growing business.

A hefty 70 percent of the firm's installations are residential; the balance industrial; all work carries a full guarantee. In the busy season, a 12-man sales staff is out in the field.

The company buys its chain link on specification, from various sources, and sells it under its own trade name, "Fenco." It fabricates its own gates, sells a hundred or so each year to retail outlets in the area (to stores, that is, not to other fence erectors). It does custom fabricating, works directly with field engineers to set up specifications on jobs involving new buildings. The fabrication of enclosure cages is one of its specialties. One job called for dynamite tunnels. These were fabricated in the firm's shop, knocked down, sent below the surface, and re-erected there. Another time the company's installation crews followed radar tower installation crews, and fenced each tower as it was completed.

Fence Sales is doing considerable research into various applications of fencing, and currently is running tests on a new type of fence which it hopes to introduce soon.



Lyle Schroeder, sales manager, Milwaukee Fence & Supply Co., is a firm believer in holding to the price line to insure a profit.

People Expect Fencing To Be Expensive

Milwaukee Fence & Supply Co., 2738 N. 3rd St., Milwaukee, Wis., was established in 1955 by James B. Munson. Previously, he had been with the Anchor Fence Division for over 20 years. As a result of this association with Anchor, he is now one of the few independent erectors who holds an Anchor agency—the firm sells and erects Anchor chain link in all of Wisconsin and Upper Michigan. It also is the exclusive Milwaukee County outlet for Habitant Fence, Inc., and in addition handles the "Red Giant" line. Besides fencing, the company does highway work. It bids on "package" jobs which may include guard rails, marker posts, seeding and sodding, plus any fencing required.

Business for Milwaukee Fence has been increasing steadily every year since its inception. It chalked up a five percent increase in 1959 (over the previous year), and it will make a strong drive this year to increase residential jobs by at least 50 percent. The entire staff is gearing itself for a much bigger 1960.

More—Next Page

DIXISTEEL

CHAIN LINK FENCE

FITTINGS • ACCESSORIES • PIPE • TUBING



A single source for all of your fencing needs. Adequate stocks. Full range of heights and weights of fabric. Competitive prices. Shipments made when specified.

Dixisteel Chain Link fabric is made from our own copper-bearing steel, woven, and then hot-dip galvanized in our own plant.

ATLANTIC STEEL COMPANY

P.O. BOX 1714 ATLANTA 1, GEORGIA

OBSERVATIONS—

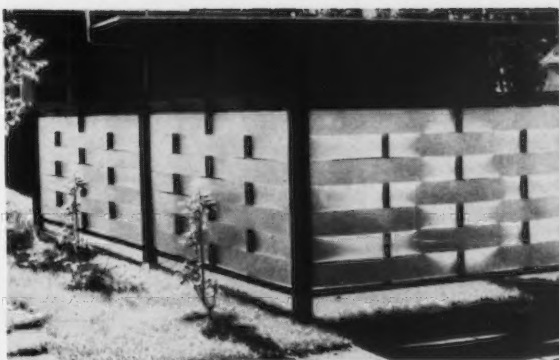
Continued from preceding page.

The firm's sales manager, Lyle Schroeder, believes that people expect fencing to be expensive—so he never sells price; he sells the product. In fact, the company has a policy of established list prices from which there is no deviation.

Schroeder likes to sell that way. He feels that the salesman's job is to get the customer away from price and to "step the customer into quality." Since fencing is something that lasts for a long time, people can be persuaded that the established price is a fair one. When a product is backed by a company with a long-established reputation, the fence-buyer has a feeling of confidence—which overrides price as the major consideration.

If, on the other hand, people hint for a lower price, that does not necessarily mean they won't pay the quoted price. They are bargaining. But by emphasizing that there is no lower price, this may instill the very confidence that makes the sale.

Plenty of Americans are suspicious. They don't expect something for nothing. Proof of this, says Schroeder, is that the competition knows about Milwaukee Fence's policy. Sometimes the customer does buy price, but just as often Milwaukee Fence gets the job. The one-price erector, Schroeder insists, obtains his fair share of the business regardless of competition—and it's business at full price, on which the erector makes a fair return for his product and services.



ALUMINUM and REDWOOD **RANCHWEAVE**

FACTORY PRE-ASSEMBLED and PRE-FINISHED
MAINTENANCE FREE SCREEN and FENCE

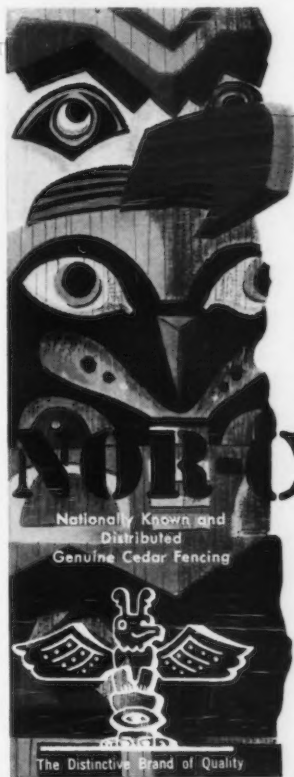
is the product your customers have been waiting for. Ideal for fence erectors and "do-it yourselves", RANCHWEAVE is shipped ready to install. Factory stained and preservative treated heart Redwood with Geon Vinyl plastic coated Aluminum, guaranteed for ten years, assures the truly everlasting, eye-appealing fence.

Boost your sales in 1960 by learning NOW about the all new Horizontal and Vertical models. 4'x8' "DEMO-PANEL" showing both styles available. \$16.50 F.O.B. Bay City.

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**BEAUTY
PROTECTION
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Cedar Fencing
of All Styles*

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Genuine Cedar Fencing

Our two factories and large stock of seasoned material have enabled us to provide the kind of service that means pleased and successful dealers.

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INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM

TO THE News Notices

Editor . . . for publication.

THE C.S. BRENT SEED CO., dealers in field fencing and steel posts, has moved to a new location at 917 High St., Lexington, Ky. For 37 years the firm had been located at the corner of Broadway & Vine Sts. in that city.

EXPANSION, NAME CHANGE, and a new location have all taken place at the Metropolitan Fence & Construction Co. (new name), now located in enlarged quarters at 4510 Carson Rd., Berkeley 34, Mo. Former location was in St. Louis. B. S. Howell, the general manager, reports that the company's services (which had been primarily chain link and playground equipment) are now expanded to include all types of fencing, such as ornamental, wrought iron, and aluminum, plus carports and patios. He says he would like to hear from manufacturers and distributors of these products.

ALLEY LUMBER CO., P. O. Box 389, Downey, Calif., reports that it has liquidated the lumber corporation and is no longer doing business.

"MR. DEALER, LOOK IN THE MIRROR," a film presentation of cartoon color slides and spoken commentary, and based on the results of a "secret shopper" survey conducted by *Look*, is scheduled for showing at 22 regional lumber dealers' associations. It was first presented at a breakfast-clinic meeting at last fall's National Retail Lumber Dealers Association. The presentation is critical of the customer relations and service offered by some retailers.

BARCLITE CORP., 385 Gerard Ave., Bronx 51, N. Y., has issued an 18-page sales manual concerning Barclite fiberglass, picturing popular installations for fencing, partitions, carports, and patios.

THE FEDERAL TRADE COMMISSION has dismissed its illegal interlocking directorate charges against two competing West Coast lumber companies because the interlock has been discontinued. Cited in the dismissal order are Booth-Kelly Lumber Co., Springfield, Ore., and the Michigan-California Lumber Co., Camino, Calif. John W. Blodgett, Jr., had been serving as a director of both simultaneously.

AIR REDUCTION SALES CO., 150 E. 42nd St., New York 17, N. Y., has issued a new edition of its "Electrode Pocket Guide." The 64-page booklet contains complete information on all types of electrodes available from the company: mild steel, low alloy, low hydrogen, iron powder, stainless steel, hardfacing, non-ferrous, and cast iron. Electrodes are listed chronologically by American Welding Society classification number.



FRANK E. KYNDBERG, MGR. SALES, CYCLONE FENCE

CYCLONE MAKES SOME CHANGES

Several important personnel shifts have been made recently at the Cyclone Fence Department, American Steel & Wire Division, Waukegan, Ill.

Schalck retires after 43 years service.

One of these concerns the retirement of Arthur D. Schalck, after 43 years of service with this United States Steel unit. A native of Chicago, Schalck began his long career with U. S. Steel in 1912, as an employee of the American Steel & Wire order department. After serving two years in the Armed Services, he joined Cyclone Fence in 1922 as chief of the order department; in 1931 he was appointed advertising manager. One year later he was made man-

ager of sales promotion, and in 1936 he was elevated to assistant to the general manager of Cyclone Fence Department, and assistant to the president of American Steel & Wire—the post which he still held at the time of his retirement at the end of last year. Though he and his wife, Ida, will continue to make their home in North Chicago, Ill., they plan to travel extensively.

Frank E. Kyndberg transfers to Cleveland.

The other involves Frank E. Kyndberg, top sales official for American Steel & Wire Division's Cyclone Fence Department. As manager of Cyclone Fence sales, he will continue to supervise the department's sales activities, though he has been transferred to the Cleveland headquarters of this U. S. Steel division. He will now be working directly with the Wire Division's general manager of sales, Boyd P. Doty, Jr. It is expected that Kyndberg's long marketing experience will help in integrating Cyclone's efforts more closely with those of the parent division.

A native of Waukegan, Ill., Kyndberg launched his career with Cyclone in 1925 as salesman in the Milwaukee office. Three years later he was transferred to the Waukegan sales office in the same capacity. He left Waukegan in 1949 to serve as district sales manager for Cyclone at Savannah, Ga., returning to Waukegan in 1951 to serve as district manager of sales there. He was named general manager of sales for Cyclone at Waukegan in 1956. His son, James A., is associated with Cyclone Fence in Chicago.

RESEARCH TO FIND ways to increase the efficiency of iron-producing blast furnaces and to improve coking practices has been instigated by the Campbell Works of the Youngstown Sheet & Tube Co., Stambaugh Bldg., Youngstown 1, Ohio. The research revolves around a miniature coke oven that produces blast furnace coke in pounds rather than in tons—under closely controlled conditions.

WASHINGTON STATE HIGHWAY COMMISSION, 2400 Main St., Vancouver, Wash., reports that W. A. Bailey has retired from the Department of Highways. S. D. Eason is now District Engineer of the Vancouver District.

LOCKE MFG. CO., Ohio St., Lodi, Ohio, in celebration of its tenth anniversary, is holding eight regional dealer sales meetings, to which Locke's dealers, their salesmen, and interested prospective dealers, are invited. All the meetings will be held between Mar. 8-18, in the following cities: Dayton, Ohio; Danville, Ill.; Jamesville, Wis.; Marshall, Mich.; Syracuse, N. Y.; Harrisburg, Pa.; Warren, Ohio; and Parkersburg, W. Va.

AMERICAN ROAD BUILDERS' ASSOCIATION, World Center Bldg., Washington 6, D. C., has appointed Eugene Weldon Robbins as managing director of the contractors division. He succeeds W. Guy Gunn, who resigned to accept a position with the Associated Pennsylvania Constructors.

A NEW BOARD OF DIRECTORS recently took over for the Fence Contractors Association, Inc., P. O. Box 5180, Metropolitan Sta., Los Angeles 55, Calif. Morris Roth is the new president; he will be assisted by Eugene Maingot, vice president; James Hutchinson, secretary; Robert L. Lowry, corresponding secretary; and Kenneth C. Willis, treasurer.

SECURITY-BUILT CONSTRUCTION COMPANY is the new name for this fence erecting firm located in Los Angeles. Formerly it was known as Gene Maingot Masonry Contractors.

THE PRETIED TIE CO., 5364 W. Streetsboro Rd., West Richfield, Ohio, is now marketing an anodized aluminum chain link fence tie in colors.

Items - Short and Pertinent . . .

ALFRED M. ELLERBY, president of Elcar Fence & Supply Co., 4940 E. Evans Ave., Denver 22, Colo., currently is serving as a trustee in the Associated Colleges of Colorado, which recently launched a drive to solicit contributions for the Association from business and industry.

EMPIRE FENCE CO., INC., 314 Buffalo Road, Rochester, N.Y., celebrates its 50th Anniversary in the fence business this year. Joseph Still, founder, is still active.

TRI-SET, INC., 1835 West Drive, Clearwater, Fla., has issued a 20-page booklet illustrating and describing the Tri-Set method. A few introductory remarks are addressed to "our future customers." Section one tells how the Tri-Set method works, while section two analyzes the "hidden strength" of the method. Section three tells "how fence erecting firms can increase their profit." Sections eight and nine describe the tools, equipment, and accessories needed. The intervening sections cover the uses of Tri-Set other than fencing: for posts used by municipalities; by hardware, building, and do-it-yourself dealers; government installations; and its use for playground equipment, lamp post, sporting goods, and mail box manufacturers.

"I VOTED FOR THOSE SAFETY FENCES. It looks like that was one of the best votes I ever made." A state senator from Wisconsin made that statement recently as a result of the following experience.

Henry W. Maier was riding with a fellow-senator (William R. Moser) on state highway 30 between Madison and Milwaukee. Moser swerved suddenly to miss a car that had stopped unexpectedly. The car skidded, hit a safety fence; the door on Maier's side flew open. Moser grabbed Maier to keep him from falling out. He got back to Milwaukee with nothing worse than a broken briar pipe and a headache. Bless That Fence.

OVER 1,500 MILES of field and roadside shelterbelt hedges have been planted in Saskatchewan, Canada, since 1950. They provide windbreaks, reduce soil drifting, help maintain moistness of the soil. Any damage to the trees and hedges was not done by livestock eating the foliage, but by livestock trampling it. To eliminate this hazard, fences were often built down the center of the hedges.

MINNESOTA PAINTS, INC., 1101 S. 3rd St., Minneapolis, Minn., is this year celebrating its 90th anniversary. The occasion was launched by the firm's annual sales convention, with representation from 42 states.

STYLELINE FENCE, INC., is the new name of the former Styleline Awning Co. of Ohio, Inc. The company is still located at 11723 Euclid Ave., Cleveland 6, Ohio, and is a franchised manufacturer of "Panel-Vent" all-steel fences. J. C. Vernier is president.

AWARDS PROJECTS PROPOSALS

The information appearing in this issue concerning, awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Construction at Howard College, Birmingham, est., \$165,000. H. E. Zeiger, business manager.

ARK—Proj. #3-CH-36(D), construction at Ouachita Baptist College, Arkadelphia, est., \$625,000. Dr. R. A. Phelps, Jr., president.

—Proj. #P-3018, plans for rebuilding sanitary system, Hope, est., \$200,000. G. G. Medders, city manager.

CALIF—Proj. #P-3390, preliminary planning, sanitary system, Tipton, est., \$225,000. Henry Ralfi—Proj. #PFL-VI-4-54, build sanitary system, Covello, est., \$150,000. Walter Winters, chairman, Community Services District.

—Road relocation (4.7 miles) program for U. S. 299, including construction of an access road, Shasta County, Whiskeytown Dam and Reservoir, 8 miles west of Redding, est., \$7,300,000. U. S. Bureau of Reclamation and the State of California.

—Proj. #CH-73(DS), construction at University of Santa Clara, Santa Clara, est., \$3,164,000. Rev. Patrick A. Donohoe, president.—Preliminary planning for construction of high school, Ramona, est., \$1,237,640. Perry S. Morris, Dist. Supt., Ramona Unified School District of San Diego County.

—Replacing 2.4 miles of fence and 7 cattle guards along Delta-Mendota Canal, Central Valley Project. H. P. Dugan, regional director, P. O. Box 2511, Sacramento 11, Calif.—Proj. #P-3381, preliminary planning for additions to a junior college, San Marcos, est., \$1,713,622. John D. Schettler, Asst. Supt.

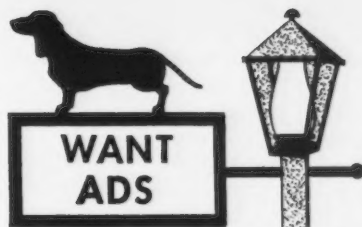
COLO—Proj. #5-CH-38(DS), plans for construction, Adams State College, Alamosa, est., \$1,160,000. Fred J. Plachy, president.

FLA—Proj. #P-3062, plans for construction of natural gas system, Brevard County Gas District, est., \$5,900,000. Max K. Rodes, chairman.

KANSAS—Furnishing and erecting barbed wire fencing for Cedar Bluff and Webster reservoir areas, Missouri River Basin Project. J. N. Spencer, regional director, Bureau of Reclamation, Denver Federal Center, Denver, Colo.—Proj. #CH-50, construction at Kansas Wesleyan University, Salina, est., \$528,000. Lester J. Ruegsegger, business manager.

KY—Proj. #15-CH-34(D), construction at Eastern Kentucky State College, Richmond, est., \$1,900,000. Dr. W. F. O'Donnell, president.

ILL—Proj. #11-CH-91(D), construction at Rosary College, River Forest, est., \$949,000. Sister M. Aurelia, president. Proj. #P3078, plans for additions and improvements to sanitary system, Granite City, est., \$120,000.—Proj. #11-CH-87(D), construction and remodeling at Millikin University, Decatur, est., \$546,000. R. Wayne Gill, business manager.—Bid proposals to let by Division



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CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

FOR SALE . . . northern white cedar and southern yellow pine fence posts and poles. Also all types of rustic cedar fencing. C. I. Miller Cedar Company, 355 Rand Tower, Minneapolis, Minn.

FOR SALE . . . chain-link fence wire weaving machine in new condition \$7,250. Can furnish operators. Bell Fence & Galvanizing Co., 120 College St., Beaumont, Texas.

FOR SALE . . . northern white cedar posts and poles. Plain, select, lathe turned, sawed. White cedar lumber, panels, R.R. ties, blocks, etc. Custom designed cedar fencing and allied products made to your specs. Send sketch, quantity and full details for estimate on reliable materials, workmanship and service by Norcraft. To dealers only. The Mac Gillis & Gibbs Co., 4278 N. Teutonia Ave., Milwaukee 9, Wis.

BUSINESS FOR SALE . . . death of owner forces sale of factory producing quality pre-fab wood fence sections. Main building 190' x 32' with saw-mill and warehouses on trackage. All equipment in good condition. Raw material and labor plentiful. Plant easily converted to other industry. Priced low for quick sale. Write, Box 855, Whitefish, Montana.

PARTNER WANTED . . . active experienced partner for established Florida fence business, no ice or snow, may acquire business, owner retiring, investment if possible. Write all details to Box JA-1-60.

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A FENCE INDUSTRY CLASSIFIED AD**

of Highways, Springfield: paving which includes 962 lineal ft. guard rail, Alexander County; paving which includes 1,500 lin. ft. guard rail, Hancock County; paving which includes 938 lin. ft. guard rail and 4,460 lin. ft. chain link fence, Madison County; bridge job including 725 lin. ft. guard rail, Lake County; bridge job including 263 lin. ft. guard rail, Livingston County; bridge job including 125 lin. ft. guard rail, Macoupin County; bridge job including 688 lin. ft. guard rail, St. Clair County; bridge job including 1,800 lin. ft. guard rail, Will County.

IOWA—Proj. #13-CH-31(D), construction at Coe College, Cedar Rapids, est., \$1,172,000. Nate Cohn, chairman.

Continued on Page 23

AWARDS PROJECTS ETC. Cont'd From Pg. 21

MAINE—Proj. #P-3012, plans for sanitary facilities, Skowhegan, est., \$1,323,700. Harold L. Thurlow, town manager.—Proj. #P-3013, plans for sanitary facilities, Caribou, est., \$1,507,000. Charles D. Hatch, treasurer.—Proj. #P-3011, plans for sanitary facilities, Kennebunkport, est., \$1,218,000. Arthur F. Lombard, chairman, Board of Selectmen.

MASS—Proj. #P-3061, plans for enlargement of water system, Westborough, est., \$851,000. Thomas B. Fryer, Jr., chairman, Bd. Water Commissioners.

MICH—Proj. #P-3040, plans for improvements in sanitary system, Grandville, est., \$950,000. B. Passage, city manager.—Proj. #20-CH-41(D), construction at Michigan College of Mining & Technology, Houghton, est., \$1,400,000. Dr. J. Robert Van Pelt, president.

MO—Community facilities improvements, part of fifth certification of workable program for Kansas City, to include (under construction or slated for construction) two new junior high schools, a new elementary school, three new fire stations, a public works garage, and a \$2,000,000 remodeling of the Municipal Airport facilities. H. Roe Bartle, mayor.

MONT—Proj. #P-3113, plans for improvements to sanitary system, Miles City, est., \$472,000. H. D. Crone, mayor.

N.H.—Bid award for paving job including guard rail, stock wire fence posts, resetting railing or fencing, on White Mountain highway NH Rt. 16, to Landers & Griffin, Portsmouth, for \$328,796.—Bid award for paving job including guard rail, stock wire fence and gates, barbed wire fence, on Connecticut River Rd., NH Rt. 135, to Leo & Roland LaPerle, St. Johnsbury, Vt., for \$91,262.

N.Y.—Proj. #30-CH-113(D), construction at Elmira College, Elmira, est., \$630,000. Dr. J. Ralph Murray, president.—Proj. #30-CH-104(D), construction at Houghton College, Houghton, est., \$500,000. Willard G. Smith, business manager.—Proj. #P-3044, plans for

sanitary facilities, Syracuse, est., \$777,500. Potter W. Kelly, city engineer.—Port of New York Authority redevelopment program for LaGuardia Airport includes construction of new three-story passenger terminal, new 150-foot control tower, new runway, enlarged parking areas.—Bid award by Department of Public Works, State of New York, to Chicago Fence & Equipment Co., \$55,674; to Cyclone Fence Department, \$72,087.

N.C.—Proj. #31-CH-36(D), construction at Bennett College, Greensboro, est., \$350,000. Dr. Willa B. Player, president.

OHIO—Proj. #33-CH-88, construction at Kent State University, Kent, est., \$2,500,000. Emil Berg, business manager.—Proj. #PFL-IV-33-75, construction of sanitary system, New Waterford, est., \$263,000. Earl F. Welch, mayor.—Proj. #P-3064, plans for construction of sanitary system, Knollwood area of Greene County, est., \$2,110,000. Walter A. Gray, president.

ORE—Proj. #CH-31(D), construction at Lewis and Clark College, Portland, est., \$311,000. Morgan S. Odell, president.—Proj. #P-3050, plans for construction of sanitary facilities, Mt. Angel, est., \$134,000. Edward F. Schaecher, recorder.

PA—Proj. #P-3026, plans for addition to existing junior-senior high school, Kishacoquillas Joint School System, Mifflin County, est., \$979,000. William J. McNitt, Jr., secretary, Milroy.—Proj. #P-3219, plans for addition to elementary school, Quarryville, est., \$226,400. Almus J. Shoemaker, treasurer.—Proj. #P-3212, 3218, 3211, 3201, plans for construction of sanitary facilities, Borough of Ambler, est., \$2,589,000. Wilbert H. Landes, secretary, Ambler.—Proj. #P-3220, plans for construction of sanitary system, Borough of Fayette City, est., \$249,619. Roy E. Shook, chairman.

R.I.—Proj. #P-3014, plans for construction of sanitary system, Middletown, est., \$1,436,000. Karl E. Falkenholm, president Town Council.

S.C.—Proj. #38-P-3007, 3008, plans for water supply and distribution facilities, Abbeville County, Abbeville Water Authority, est., \$828,639. Henry G. Harris, chairman.—Construction at Furman University, Greenville, est., \$2,300,000. J. L. Pyler, president.

TENN—Proj. #PFL-III-40-135, construction of water system, Eagleville, est., \$130,000. W. H. Dyer, mayor.—Proj. #P-3205, plans for additions to existing sanitary system, est., \$554,000. R. W. McNabb, mayor.—Proj. #40-CH-34(D), construction at East Tennessee State College, Johnson City, est., \$958,000. Burgin E. Dossett, president.—Proj. #P-3026, plans for construction of water system, Dunlap, est., \$341,850. Ray Harmon, mayor.

TEX—Proj. #CH-107(D), construction at St. Edward's University, Austin, est., \$460,000. Brother Donald Connolly, treasurer.—Proj. #PFL-134, construction of water supply facilities, Athens, est., \$1,000,000. J. P. Pickens, president, Athens Municipal Water Authority.—Proj. #41-CH-104(D), construction at Sam Houston State Teachers College, Huntsville, est., \$1,401,000. Dr. Harmon Lowman, president.

VA—Proj. #P-3039, plans for extension of water distribution system, Norfolk County, est., \$841,000. Colon L. Hall, chairman, Board of Supervisors, Great Bridge.

WASH—Proj. #CH-34(DS), construction at Washington State University, Pullman, est., \$3,550,000. C. Clement French, president.—Proj. #P-3070, plans for construction of municipal building, Kennewick, est., \$228,350. William E. Hanson, city manager.

W.VA.—Proj. #46-CH-26(S), construction at Concord College, Athens, est., \$1,648,000. J. Therin Rogers, business manager.

Notch 12

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We desire a qualified man in each major area throughout the United States. He will be fully schooled in our factory in Philadelphia, Pennsylvania and assigned a major territory, preferably centered by his own home town.

To qualify you must be known to the fence trade in your area or have a minimum of 2 years in the fence business, selling to the trade.

This is a permanent position with a progressive and growing company. Our aggressive merchandising and marketing program presents a challenging opportunity to utilize ability to the fullest extent as well as grow with the Company. We offer a complete program of company benefits and an excellent starting guaranteed draw, expense account and bonus arrangement. Please furnish a resume of your background which will be treated in complete confidence.

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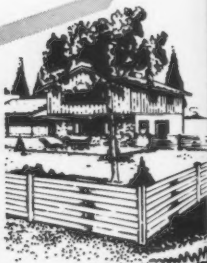
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Easier to install, less labor costs and more certain profits with our pre-cut Redwood fences! Many styles, all carefully selected heartwood of "clear and select" C. R. A. grades or better. Your customers will be more than pleased with Red Giant fences; they'll be delighted.



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LOOP
CAP



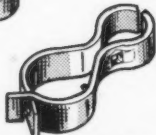
END BRACKET



A-CORNS



CLOVER
LEAF
HINGE



SLOTTED HINGE



CLIP

- UNBREAKABLE
 - RUST PROOF
 - MADE UNDER 10,000 p.s.i. PRESSURE
- WRITE FOR FREE LITERATURE

AUTOMOTIVE APPLIANCE CO.

12299 Woodbine • Detroit 39, Mich.
Phone KE 2-9352

FREE Demonstrator DELBAR Automatic GATE CLOSER

★ **FREE DEMONSTRATOR** will be sent without obligation to any fence dealer! Just write to us today. Specify post and gate size.

Simple, durable closer for any chain link fence. Proven closing premium. Proven fast seller. High profits. Lifetime Guarantee.

Try The Sales Booster Deluxe!

CASH PRICES

1-24	\$2.50
25-99	2.20
100-999	2.00
1000+	1.80

SOLD AT RETAIL

from **\$3.95** to **\$5.00**

Send for your **FREE Demonstrator Today!**

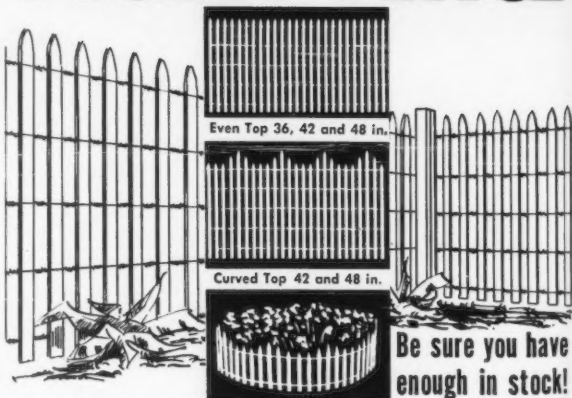


the
DELBAR
company

1125 MARINE, BOULDER, COLORADO



Woven White PICKET FENCE



Be sure you have
enough in stock!

Picket Border Fence, Curved Top.

NEBCO offers you a complete line of styles and heights, including even top, curved top and border fence. NEBCO construction builds repeat sales. All fences have full size, selected wood pickets $\frac{1}{2}$ " x $1\frac{1}{2}$ ", surfaced four sides, uniformly spaced and tightly woven between double cables of galvanized steel wire. Smooth, gothic, knife cut points. Finished with high quality, durable outside white paint. Paper wrapped.

Cape Cod Border Sections • White Picket Gates • Rough Red Garden Fence

NEBRASKA BRIDGE SUPPLY & LUMBER COMPANY

Main Office: Leavenworth at 40th, Omaha, Nebraska
Chicago Heights, Illinois Fort Dodge, Iowa

"Tri-Set"

is a Better—Faster—More Profitable
Fence Installation



Proved by independent engineer tests!
Stronger than ordinary concrete settings.

"Tri-Set" is now being used and installed nationally
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Let us send you Complete Details, without obligation, on how Tri-Set can reduce your
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nichols
NEVER-STAIN

ALUMINUM

fence ties

PREFORMED — STRONG — RUSTPROOF — CLEAN — ECONOMICAL
Easy to tie — PACKED IN CONVENIENT BAGS OF 100 TIES

PRG. NO.	WIRE DIA. INCH	APPLICATION	SHANK LENGTH (APPR.)	BAGS OF 100 PER CTN.
24	.182	For 1 5/8" O.D. TOP RAIL	6 1/4"	23
25	.182	For 2.8 # H LINE POST	7 1/2"	21
26	.182	For 2 1/2" O.D. LINE POST	8 1/4"	18
12	.144	For 1 3/8" O.D. TOP RAIL	5 5/8"	42
13	.144	For 2" O.D. LINE POST	6 1/2"	37
14	.144	For 1 5/8" O.D. TOP RAIL	6 1/4"	38
15	.144	For 2.8 # H LINE POST	7 1/4"	34
16	.144	For 2 1/2" O.D. LINE POST	8 1/4"	31
32	.120	For 1 3/8" O.D. TOP RAIL	5 5/8"	63
33	.120	For 2" O.D. LINE POST	6 1/2"	56
34	.120	For 1 5/8" O.D. TOP RAIL	6 1/4"	58
35	.120	For 2.8 # H LINE POST	7 1/4"	52
36	.120	For 2 1/2" O.D. LINE POST	8 1/4"	46

barbed wire

EXTRA STRONG ALLOY — RUSTPROOF — 4 POINT

DIA. LINE WIRES	DIA. BARBS	NO. OF POINTS	RODS PER SPOOL	WT. LBS. PER SPOOL
.110"	.080"	4	80	39

tie and utility wire

SPECIAL TEMPER — RUSTPROOF — CONVENIENT SIZE COILS

GA.	FT. PER COIL	WT. PER COIL
6	1030	35
9	490	10
9	1716	35
12	971	10
12	3398	35

THE NATION'S LEADING MANUFACTURER OF ALUMINUM CHAIN LINK FENCE

Nichols Wire & Aluminum Co.

DAVENPORT, IOWA

